D8.6 Dissemination and Communication activities report (2)

Robs4Crops.eu

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Abstract:	This document provides a systematic and comprehensive overview of dissemination, communication and awareness-raising activities undertaken to date in the context of the Robs4Crops project.

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ROBS4CROPS Consortium			
Participant Number	Participant organisation name	Short name	Country
1	STICHTING WAGENINGEN RESEARCH	WR	NL
2	GIROPOMA COSTA BRAVA SL	GIR	ES
3	AGROTIKOS SYNETAIRISMOS POLISEOS XIRON KAI NOPON STAFYLION KIATOY KORINTHIAS PIGASOS	PEG	GR
4	SERRATER SL	SER	ES
5	SMART AGRI TECHNOLOGY BV	SAT	NL
6	TERRENA SOCIETE COOPERATIVE AGRICOLE	TER	FR
7	ABEMEC BV	ABE	NL
8	AGREENCULTURE	AGC	FR
9	AGRO INTELLIGENCE APS	AI	DK
10	FOODSCALE HUB ENTREPRENEURSHIP ANDINNOVATION ASSOCIATION	FSH	SR
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14	KOBENHAVNS UNIVERSITET	UCHP	DK
15	UNIVERSITAET HOHENHEIM	UHOH	DE
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Executive Summary

This report provides a detailed summary of the dissemination, communication, and awareness-raising efforts that were carried from April 2022 (M04) until June 2022 (M18).

This document complements the previously delivered Dissemination and Communication Plan (1) (D8.1, submitted in M3 of the project). The two documents are similar in structure and approach.

Here, the objective behind this document is to compare the activities planned with those carried out, conduct KPI benchmarking, and decide how to proceed in the next period.

Chapter 1 - Introduction elaborates on the context and objectives of Robs4Crops dissemination, communication, and awareness-raising efforts. This chapter summarizes activities that occurred between M04 and M18 with the goal of improving, emphasizing, and reinforcing our communication -related efforts.

Chapter 2 - Dissemination and Communication Activities describes a range of activities that took place during the project's first 18 months in regard to the dissemination and communication tools and channels that were elaborated in D8.1 Dissemination and Communication Plan (1). Each activity is explained in detail, complemented with appropriate graphics and visuals.

Chapter 3 - Monitoring and Evaluation focuses on the ongoing evaluation and monitoring of our communication-related activities. We dwell on a control/oversight strategy for the coordination of Robs4Crops communication activities in this chapter, as well as a summary of partner efforts. In addition, we assess our progress toward Key Performance Indicators (KPIs).

Chapter 4 - Action Points and Next Steps highlights key activities for the project's dissemination and communication activities over the next 6 months.

Chapter 5 - Conclusion concludes the report.

1 Introduction

1.1 About Robs4Crops

Robs4Crops is set to provide an innovative robotic farming solution that consists of three elements: smart implements, autonomous vehicles, and the farming controller.

Robs4Crops will upgrade the existing agricultural implements and tractors so that they can function, together with existing agricultural robots, as parts of a robotic system. The solutions will be developed and tested in real farming environments. The development and testing processes will take place in four different countries and will be conducted iteratively, in close collaboration with the project stakeholders all throughout their duration.

Apart from technical challenges, Robs4Crops will address non-technical challenges. This objective will be achieved by using existing agricultural standards, existing machinery (thus lowering the initial investment needed), and addressing the lack of maintenance, insurance, financing and training.

Robs4Crops will investigate how the robotic farming solution can comply with regulations, how ethical concerns (esp. data collection and storage) can be addressed, and it will quantify the socio-economic impact. The project will also investigate whether novel business models can facilitate the adoption of agricultural robotics. The agricultural robotics ecosystem will be built in an iterative manner and in parallel with technical development.

Both technical and non-technical aspects of robotic farming will be demonstrated at scale in pilots located in four European countries.

The communication and dissemination efforts that Robs4Crops will undertake over the project's lifespan are critical for the smooth market acceptance a digitalized, integrated robotic solution to support all insect life cycle phases.

1.2 Objectives

The following table lists the main objectives of dissemination, communication, and awareness-raising activities. All activities undertaken during the last 18 months of the project have aimed to accomplish the objectives outlined in deliverable D8.1.

For better understanding, under each objective is a breakdown of how the activities are undertaken and address the project's communication and dissemination objectives.

01	Attract an adequate number of industry-leading innovators (Digital Innovation Hubs, manufacturers, scientists and researchers…), as well as farmers from all across Europe, to become a part of the ROBS4CROPS ecosystem.

Over the last 18 months, the emphasis was on stakeholder awareness and direct engagement of relevant industry players through tailored events outreach.	
02	Present, to Robs4Crops stakeholders, the importance of gaining access to novel, beyond the state-of-the-art agricultural robotic solutions and to their supporting ecosystem.
The effort of promoting Robs4Crops through press releases and social media posts has sparked interest within not only the robotics in end-user comunity, but many other target groups which Robs4Crops aims to engage for awareness raising purposes. This is best reflected in the number of shared articles featuring Robs4Crops all over Europe, as well as the increasing number of followers on social media.	
03	Highlight the significance of piloting, testing and experimentation with a practical autonomous robotic system for crop protection and business models in an environment that is heavy on collaboration.
This has been achieved through presenting Robs4Crops at relevant events in front of the robotics community and the robotics in agriculture community. It has also been highlighted in press releases published in more than 50 media providers, magazines, and newsletters.	
04	Raise the awareness of a wide range of stakeholders, on the local, regional, and international level, on the role of Robs4Crops in increasing the competitiveness of existing industries through the autonomous robotic farming system, but also additional business creation.
A lot of attention has been given to promoting Robs4Crops and the various benefits it will provide, the impact of the project on current industries and potential business creation has also been explored through leading industry events such as Foodnavigator or the upcoming TP Organics' Science Day 2022 will take place on 29 July at BIOFACH/VIVANESS summer edition in Nuremberg, Germany from 26-29 July 2022.	
05	Ensure proper know-how exchange among Robs4Crops partners.
The exchange of information among the consortium partners has been a priority since the project's beginning. So far this has been reflected in informing partners about relevant events happening, the status of published press releases,	

newsletter features and other.	
06	Deliver clear and tangible benefits of Robs4Crops to farmers, technology providers, retailers, regulatory bodies, and other relevant stakeholders across the ecosystem, through a set of awareness-raising actions, going further from traditional communication activities.
As mentioned before, the focus of the communication activities conducted to this day was on raising awareness on Robs4Crops and the numerous positive impacts that its autonomous robotic farming system will deliver. These activities ranged from social media posts and press releases, to attending events.	
07	Support the organisation of a range of events inside the ROBS4CROPS ecosystem (e.g. conferences, forums, workshops, business events, Roadshow events).
At this stage of the project, Robs4Crops has not organised any events of its own, but has coorganized a workshop under the umbrella of one of the most important agrifood events Agrifood Forum 2021 in Lithuania.	
08	Develop networks and liaison with relevant DIHs and other networks, existing initiatives and other related H2020 projects and projects tackling Agrifood and Robotics to share resources and maximize impact.
So far, Robs4Crops has created valuable connections with SmartAgriHubs project and ISEKI Food Association and is exploring synergistic activities with robotics projects in the domain of agrifood and manufacturing under ICT-46 call.	
09	Support the development and maintenance of the official project's website throughout the project lifecycle.
During the first four months of the project, the Communications Team has focused strongly on creating an engaging, interactive, and visually appealing website which properly presents the Robs4Crops project and its activities. What has been created during this period will be continually maintained and improved as the project progresses.	

2 Dissemination and Communication Activities

As previously specified in D8.1, various tools and channels have been put in place to support the Robs4Crops communication-related activities. How each of these channels and tools have been used over the past four months to raise awareness is described below.

2.1 Visual identity and promotional material

Through the project's SharePoint Teams, the Robs4Crops visual identity and all of its components (logo, brand colors, funding information, poster, brochure, and branded templates – Word document template, Word deliverable template, and PowerPoint template) were created and shared with consortium partners. In addition, these materials have been incorporated into all internal and external communication efforts and will continue to be used (and updated when necessary) in future communication initiatives until the project is completed.

We have also designed and made digitally available t-shirts, hoodies, caps, notebooks, cups, and other branded merchandise, which partners can print themselves (following eco-friendly sustainable practices). Partners have been guided to print only on eco-friendly paper and fabric as well as to reduce unnecessary printing when possible.

Some of the designed merchandise is presented below.

Figur 1 R4C Promo material

2.2 Digital Channel Promotion

2.2.1 Website

By M03, FSH designed the full website which, among others includes: information about our overall approach and objectives, details on our partners and their roles, information on our large-scale pilots, and more. An e-newsletter subscription is also available on the website, where information on the e-mail address is collected and stored. There is a dedicated media section where press can download logos and other useful media from our dissemination and communication assets or a complete press pack. Furthermore, our Newsroom section is where we regularly

share our latest news, views, insights, allowing our end-users and other key stakeholders to keep abreast of all the latest developments in Robs4Crops. We have created a resource page on our website to house all of the reusable assets and other open access resources.

The emphasis during this period was on short, yet informative pieces of content published in our Newsroom section. These are mostly related to pilot preparation activities and events highlights.

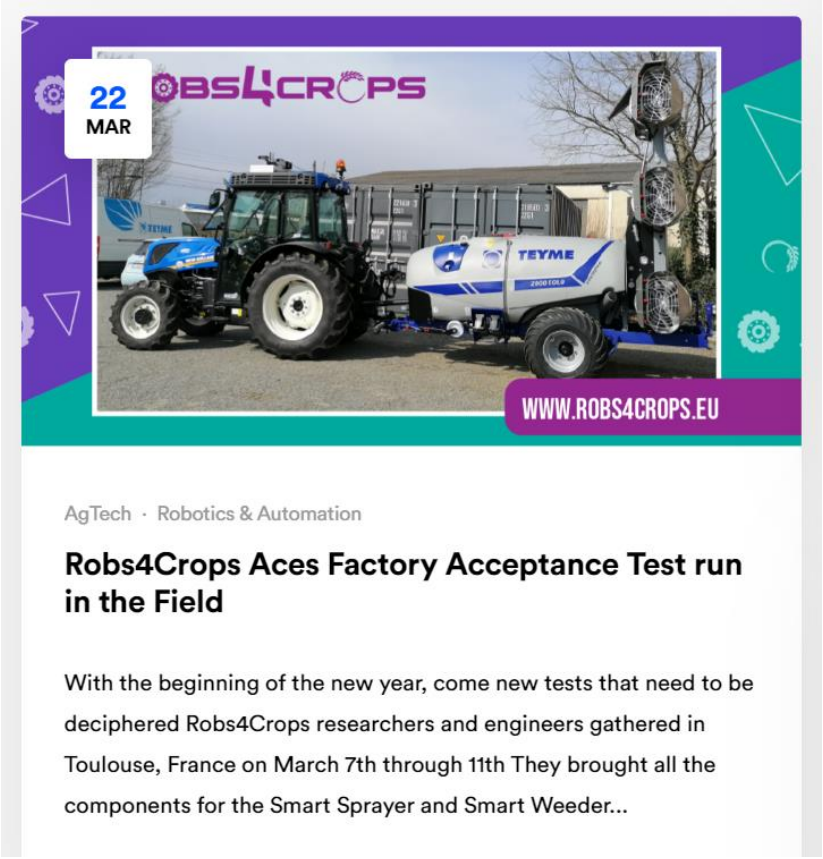

Figure 1 R4C Sample blog post

2.2.2Social Media Communication

From the onset of the project, FSH focused its dissemination and communication efforts on digital promotion, Search Engine Optimization (SEO) and social media.

Robs4Crops has established project accounts on LinkedIn, Twitter, Facebook, and Youtube, as mentioned in D8.1 Since the beginning, engagement rates for each of these accounts as well as other analytics parameters have been regularly tracked. Furthermore, engaging and informative campaigns, as well as suitable visuals, have been created to continually feed these pages with relevant and appealing content.

During the first 18 months of the project, our focus was on the creation of compelling and engaging social media content (particularly targeted at farmers and farmer organizations as well as other farming professionals) to educate and

inform our community on the economic, environmental, and social benefits of robotics and automation in farming, as well as to inspire and motivate them to follow our developments as we move towards large-scale pilots; the ultimate goal being to build a sustainable end-user base to be engaged in the subsequent demonstration activities.

In parallel, we have been collecting and actively responding to inquiries from farmer organizations as well as tech providers who expressed interest in our developments. We are maintaining active communication with these key stakeholders and we are planning to invite them to our demonstration events as well as exploitation-related activities (e.g., end-user interviews in T8.3).

All of the efforts resulted in step-by-step reaching our set KPIs. The following are the specific activities that have been carried out with respect to social media are presented below.

Figure 2 R4C Event announcement

Figure 3 R4C Event outcomes

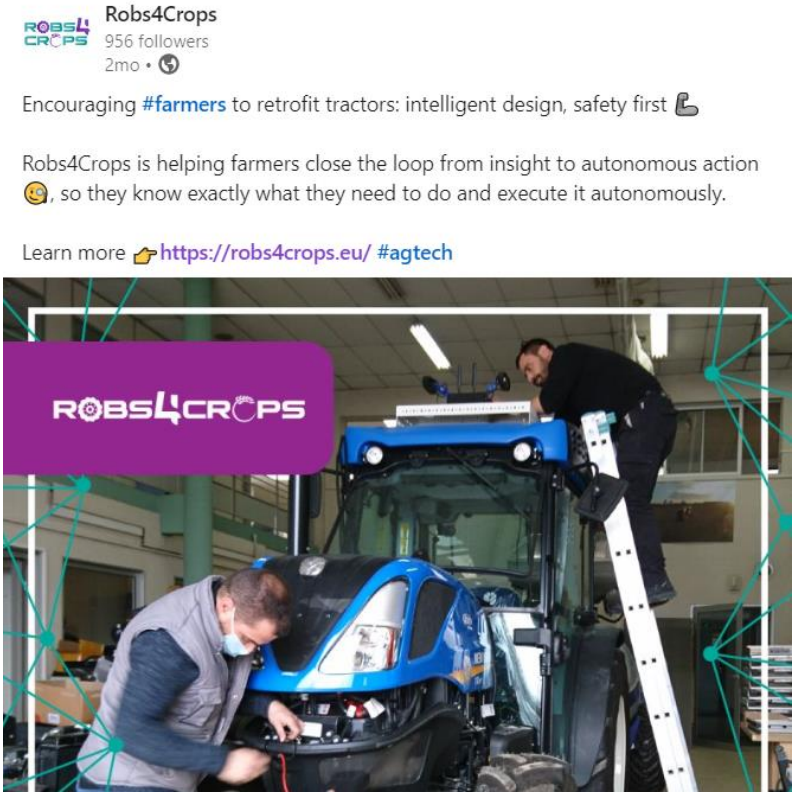

Figure 4 R4C Awareness raising post

2.2.3 Robs4Crops video material

In July 2022, coinciding with the launch of the pilots, Robs4Crops will launch a video testimonial series. To this end, end user partners have received a set of instructions on how to record a short video testimonial that will be finally edited by FSH and released in July.

What are the "Video Testimonials" series?

In the context of the Robs4Crops project, testimonials are first appearing as a part of the "Testimonial Series". These are organised in regards to the Large scale pilots. We are providing a number of questions to the end-user organizations involved in the project. With their responses, we will create the original content known as "Testimonial Series", which will be disseminated through Robs4Crops website and social channels.

The purpose of the series is twofold.

On one hand, videos are more engaging and interesting, giving the ability to reach more people about the work of Robs4Crops.

On the other hand, this is a great chance to show the end-user organizations behind Robs4Crops and let them share their views about the project.

Some of the Initial instructions given to partners regarding the structure of the videos is as follows:

- Firstly, think of the video as a story that has an introduction, a middle part and an ending. Have a good structure that the viewer will be able to follow.
- Starting the video, you can give a personal introduction.
- What is your name? What is your professional position and what do you do in the Robs4Crops project? Introduce yourself to the audience. You should refer to your company as part of the Robs4Crops consortium, but no further than that, as the testimonial is about the project.
- Continue with talking about Robs4Crops. Why does it matter? How it addresses real-life issues that are present in your organization and the agri-food sector? Depending on your position within the project, you can talk about a specific Pilot, or the work behind Robs4Crops LSPs and/or the benefits of the robotic solution.
- Highlight something tangible, whether it is an innovation or a result.
- You can end the video with something good that will come out because of the project. This way, it will stay on the mind of whoever may watch it.

2.2.4 Magazines and Media Outreach

The most prominent media and magazines in the world of agriculture, robotics and AI have been targeted through the conjoint effort of all the consortium partners with the intention of spreading the message about Robs4Crops.

So far, Robs4Crops has been mentioned in 54 press features, in 13 European languages.

This type of outreach holds immense significance for Robs4Crops as it spreads awareness about robotics in agriculture and innovative technologies and practices that the project aims to implement throughout its lifetime. It is important to mention that the press release has been published in countries outside of the project consortium, which highlights the importance and the large potential impact of Robs4Crops.

During the last year, market analysists and robotics trends researchers/ consultans showed significant interest in our solution. As a result, prominent publishing house included Robs4Crops in its market analysis.

Figure 5 R4C featured in Global Market Insights

In addition, Robs4Crops was featured in one of the most prominent tech portals TechHQ published a news feature about the project.

Figure 6 R4C TechHQ announcement

The updated table listing all headlines where Robs4Crops was featured is shown in Table 1 below.

Table 1. Portals and Magazines where R5C was featured

	Portal/ Magazine	Published/ First seen	Language	Original title
1	CORDIS	15/12/2020	English	*Robots for protecting crops*
3	ypaithros.gr	19/02/2021	Greek	*Robs4Crops: Εφαρμογή ρομποτικών συστημάτων σε καλλιέργειες επιτραπέζιου σταφυλιού στην Ελλάδα από τον Οκτώβριο του 2021*
3	Nieuwe Oogst	8/03/2021	Dutch	*Nieuw EU-project 'Robs4Crops' versnelt overstap naar robotica*
4	AT-Aandrijftechniek	8/03/2021	Dutch	*Grote verandering landbouw: EU-project Robs4Crops versnelt overstap naar robotica*
5	RockingRobots	9/03/2021	Dutch	*EU-project Robs4Crops versnelt overstap naar robotica*
6	Boerenbusiness	9/03/2021	Dutch	*Onderzoek naar robots voor de landbouw*
7	GroentenNieuws	9/03/2021	Dutch	*Nieuw EU-project Robs4Crops versnelt overstap naar robotica*
8	Aandrijven en	9/03/2021	Dutch	*Robs4Crops versnelt*

	besturen			*overstap naar robotica*
9	AGF	9/03/2021	Dutch	*Nieuw EU-project Robs4Crops versnelt overstap naar robotica*
10	SmartFarming	09/03/2021	Dutch	*Europees project 'Robs4Crops' zet in op robotica in landbouw*
11	Rural Info	9/03/2021	Croatian	*Novi EU projekt Robs4Crops ubrzava prijelaz na robotiku*
12	Mechatronica Machinebouw	09/03/2021	Dutch	*EU-project Robs4Crops versnelt overstap naar agrarische robots*
13	RockingRobots	09/03/2021	Dutch	*EU-project Robs4Crops versnelt overstap naar robotica*
14	HortiDaily	11/03/2021	English	*New EU project Robs4Crops accelerates shift towards robotics*
15	AgroTimes	11/03/2021	Ukrainian	*Новий проєкт ЄС Robs4Crops прискорює перехід до робототехніки*
16	Новости Украины	11/03/2021	Ukrainian	*Новий проєкт ЄС Robs4Crops прискорює перехід до робототехніки*
17	Future Farming	12/03/2021	English	*EU project Robs4Crops to accelerate shift towards robotics*

18	Agroindustria 360	12/03/2021	Spanish	*El proyecto de la UE Robs4Crops para acelerar el cambio hacia la robótica*
19	ГлавПахарь	15/03/2021	Russian	*Европейский проект Robs4Crops ускорит переход к робототехнике*
20	HortiDaily	16/03/2021	English	*Faster transition to robotics with the European Robs4Crops project*
21	FreshPlaza	16/03/2021	English	*New EU project Robs4Crops accelerates shift towards robotics*
22	Maakindustrie Nieuws	17/03/2021	Dutch	*EUROPESE FINANCIERING VOOR TOEPASSING ROBOTICA EN AUTOMATISERING IN LANDBOUW*
23	IA Professionals	18/03/2021	Dutch	*EU-project Robs4Crops versnelt overstap robotica in de landbouw*
24	FOOD Navigator	19/03/2021	English	*'A game-changer in revitalising the European food and farm industry': €8m EU project aims to push robotic farming into mainstream*
25	InfoFERMA	22/03/2021	Romanian	*Proiectul UE Robs4Crops va accelera trecerea agriculturii europene spre robotică*
26	La Robolution	22/03/2021	French	*Le projet européen Robs4Crops vise à accélérer*

				le passage à la robotique
27	Nieuwe Oogst	23/03/2021	Dutch	*Analyse: precisielandbouw is rechterhand van veldrobot*
28	AGROTEC	24/03/2021	Portuguese	*AgrobóticaProjeto Robs4Crops da UE acelera transição para a robótica* *Projeto Robs4Crops da UE acelera transição para a robótica*
29	AgroSmart	25/03/2021	Serbian	*Novi evropski projekat Robs4Crops iz korena menja poljoprivredu*
30	Agronews	25/03/2021	Serbian	*Novi evropski projekat ubrzaće razvoj robotike i transformisati poljoprivrednu industriju*
31	Poljosfera	25/03/2021	Serbian	*Projekat Robs4Crops za primenu robotike i automatizacije u evropskoj poljoprivredi*
32	AgroPortal	25/03/2021	Serbian	*Novi evropski projekat Robs4Crops iz korena menja poljoprivredu*
33	CorD Magazin	29/03/2021	Serbian	*Projekat Robs4Crops za primenu robotike u evropskoj poljoprivredi*
34	Batajnica	31/03/2021	Serbian	*Projekat Robs4Crops za primenu robotike i automatizacije u evropskoj poljoprivredi*

35	SmartAgriHubs	01/04/2021	English	*Synergising with Robs4Crops*
36	Ingredients Network	02/04/2021	English	*Eight million Euro project aims to bring robotic farming to Europe*
37	Business Review	05/04/2021	English	*New EU project set to accelerate the shift to robotics and automation and fundamentally shake up the agrifood landscape*
38	Transylvania Today	05/04/2021	English	*New EU project set to accelerate the shift to robotics and automation*
39	Software Testing News	06/04/2021	English	*New EU project to implement robotics and automation to farming*
40	SEEDNews	06/04/2021	Portuguese	*PROJETO FINANCIADO PELA UNIÃO EUROPEIA BUSCA DIMINUIR ESCASSEZ DE MÃO-DE-OBRA E CUSTOS ATRAVÉS DA ROBÓTICA E AUTOMAÇÃO*
41	Energetski portal	07/04/2021	Serbian	*Robs4Crops – da li je robotika budućnost poljoprivrede?*
42	Tekdeeps	07/04/2021	English	*Robs4Crops – is robotics the future of agriculture?*
43	Wageningen	n/a	English	*New EU project Robs4Crops*

	University & Research			*accelerates shift towards robotics*
44	Farmsafely	n/a	English	*New EU Project Robs4Crops Accelerates Shift Towards Robotics*
45	Guía Agroindustrial	n/a	Spanish	*ROBS4CROPS BUSCA ACELERAR LA AUTOMATIZACIÓN DE LA AGRICULTURA*
46	Agro Organico	n/a	Spanish	*ROBS4CROPS BUSCA ACELERAR LA AUTOMATIZACIÓN DE LA AGRICULTURA*
47	ISEKI	March 2021	English	*ROBS4CROPS – Robots for protecting crops*
48	LandbrugsAvisen	n/a	Danish	*EU investerer millioner: En lille hær af robotter skal passe markerne*
49	Ypaithros	Jan 2022	Greek	*The plans of the big agrifood for 2022: Educational and Research Institutions*
50	Foodnavigator	Oct 2021	English	*Ag tech experts call for solutions to bring down prohibitive upfront costs*
51	Global market insights	n/a	English	*Agricultural Robots Market Size, COVID-19 Impact Analysis, Regional Outlook, Application Development Potential, Price Trends, Competitive Market Share & Forecast, 2022 – 2028*

52	Teckdeeps	n/a	English	*Robs4Crops – is robotics the future of agriculture?*
53	Agrar-magazin	n/a	Hungarian	*A kényelmetlen munkák elvégzése hozhatja meg a robotok sikerét*
54	TechHQ	May 2022	English	*EU project is helping farmers fight labor shortage with robotics*

2.3 In-person & events-based outreach

Up to now (M04-M18), the focus was on event outreach and synergistic activities with projects such as SmartAgriHubs—in our interview for their newsletter we discussed collaboration opportunities and joint actions. In most cases, due to the COVID restrictions, our participation at relevant events was remote. FSH ensured that all our event-related activities were timely promoted through our digital channels.

Besides, partners were supported with tailored promotional material on-demand (e.g., presentations, videos, posters, and more).

Events highlights include: The European Robotics Forum 2021 (WR), FIRA Open Day 2021 (WR), The Climate Smart Food: Digital Summit 2021 by FoodNavigator.com (FSH), INBOTS CSA 2021 Conference (WR, FSH), Exhibition "Fabriqué en France" (Made in France) at the Presidential Palace in Paris, France, (AGC, TERRENA), World FIRA 2021 (AGC, TERRENA).

Figure 7 R4C Events outreach

The Climate Smart Food: Digital Summit 2021 by FoodNavigator.com (FSH)

Digital Summit 2021: The Climate Smart Food as broadcasted across 4 days, from September 27 to September 30. The 3 themes of the interactive broadcast series were Supply Chain and Scope 3, Sustainable Consumption, and Food Tech Innovation.

Figure 8 R4C at the Digital Summit 2021 by FoodNavigator.com

The impending climate crisis has pushed climate-smart food production to the top of the priority list for food manufacturers, regulators, retailers, and consumers alike. Food industry titans are laying out their zero-emission goals and laying out their plans for carbon-neutral production. CPGs are coming to count the carbon cost of the food they produce across scopes one, two, and three of the value chain, rather than looking at their operations in isolation. FoodNavigator looked at supply chain issues, ways to encourage a sustainable consumption shift, and food-tech innovation for food system transformation during this four-day interactive broadcast event.

The event's goal is to go beyond net-zero targets and question what changes the food industry needs to make to get there, with a strong emphasis on practical information. Speakers included representatives from the food sector, non-governmental organizations, and academia.

One of the speakers will be Vice President of Business Development at Foodsacle Hub, Grigoris Chatzikostas, representing the ROBS4CROPS project. He talked about today's need for drastic changes in the way we produce and consume food. Reflecting on ROBS4CROPS he highlighted what kind of innovation would define the food system's future. Many believe that digital developments would play a crucial part in the agricultural sector's efforts to minimize its carbon footprint. He questioned what shape the future of agricultural production might take, from precision agriculture to blockchain and vertical farms.

> Grigoris Chatzikostas from FoodScale Hub, which promotes various tech-enabled agrifood projects in the EU, pointed out: *"We cannot ask farmers to go green if their accounts are in the red. For those farmers who might not be able to afford the technology, we might have to think of different business models such as collaborative ownership or leased business models."*

Figure 9 R4C in FoodNavigator.com

AgriFood Forum 2021 (FSH)

AgriFood Forum 2021 was an event organized by Agrifood DIH Lithuania and the European Parliament (Liaison Office in Lithuania) with the aim to introduce

innovative new activities, solutions, and strategies to accomplish the Green Deal goals, all of which are based on healthier, more sustainable, and more equitable food systems. The Forum's goal was to educate the community about the importance of collaborating to improve how to produce, consume, and think about food. This is one of the largest agrifood events in Europe.

In November 2021, led by FSH, Robs4Crops co-organized a panel discussion "Working side by side with agrifood robots – opportunities and challenges". The panel was organized in coordination with other robotics projects CoRoSect, FlexiGroBots, and the Robotics4EU CSA—under the umbrella of Agrifood Forum 2021, one of the most important agrifood events in Europe.

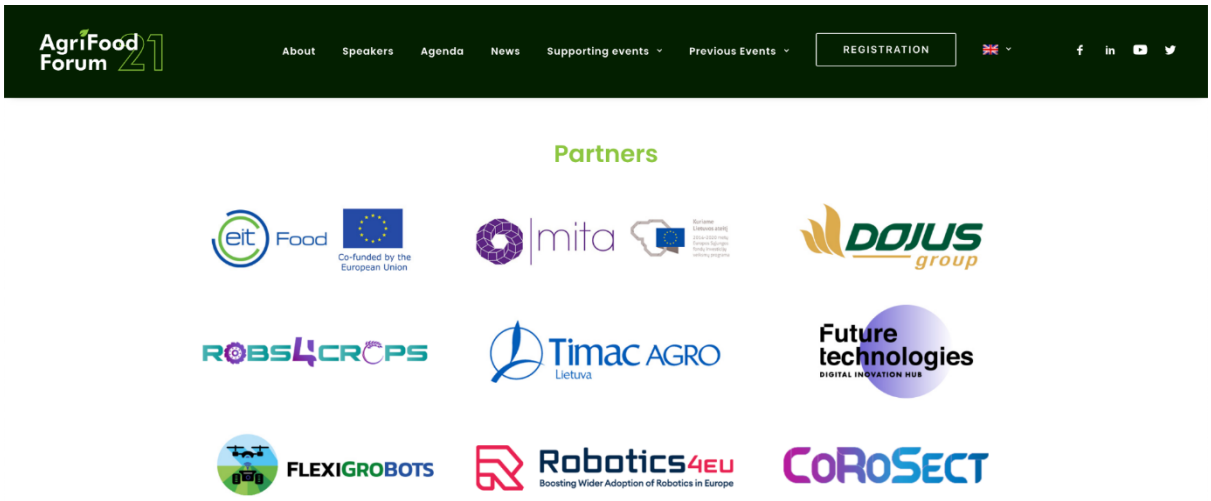

Figure 10 Agrifood Forum 2021 Partner Section

During the Forum, FSH also joined a workshop/ side-event organized by the Robotics4EU CSA, our emphasis being on the contribution of our robotic solution to EU GD and SDGs.

2.3.1 Offline Communication

2.3.1.1 Networking and liaisons with other relevant projects and initiatives

INBOTS CSA Annual Conference 2021

18-20 May 2021

Robs4Crops participated at INBOTS Conference 2021, the annual event organised by the INBOTS project aiming to bring together relevant stakeholders in the field of robotics.

Experts from academia, industry, policymakers and EC representatives participated as speakers to promote the acceptance of robotics in society. The three-day conference focused on: Inclusive Robotics for a better Society, Interactive Robotics, legal, ethics & socio-economic aspects of interactive robotics.

Robs4Crops involvement in the event

In the Session "Showcasing H2020 European projects in Robotics," Robs4Crops was featured in a 10-minute pre-recorded presentation. By addressing project requirements, results, and future funding opportunities, the session aimed to share knowledge among EU projects and participants.

On May 20th, participants were able to visit Robs4Crops Virtual Booth to learn more about the project and interact with our partners from WR and Foodscale Hub.

ICT-46-2020 Collaboration

In May 2022, R4C was contacted by the Robotics4EU project that was funded as the coordination and support action of the ICT-46-2020. All ICT-46-2020 projects were introduced at the European Robotics Forum 2021 and that was the initative of European Commission.

The goal is to kick off a a more strategic collaboration between the projects, therefore a meeting was organized on the 21/06/2022.

The aim of the meeting was to:

- understand the mid-term results of all projects;
- deepen the understanding how non-technological aspects (ethics, data protection, cybersecurity, socio-economic issues) of robotics are considered in the projects
- identify common topics for further collaboration between RIAs and IAs and between all projects and Robotics4EU;
- identify the results that can be disseminated and communicated by Robotics4EU.

Robs4Crops was asked to prepare a 5-minutes presentation giving information on:

- the objectives of a project;
- the results obtained so far;
- ideas on how to collaborate with others.

FSH actively participated in the meeting and proposed a number of synergistic activities, mostly with respect to cross promotion and awareness raising, and the next steps with respect to upcoming collaboration with robotics projects under ICT-46 will be known in the next couple of weeks.

2.3.1.2 Scientific and technical publications

Scientific and peer-reviewed journals/ magazines are of enormous importance for reaching out to the academic and industrial communities, sharing valuable knowledge and enabling stakeholders to use the project results in their own work.

At the proposal stage of the project, the consortium partners committed to delivering 10 scientific publications and conference papers. Relevant peer

reviewed journals include: Journal of Field Robotics (Wiley), Sensors (MDPI), IEEE Transaction on Robotics and Frontiers in Robotics and AI.

For the time being, partners who have already committed to the publication of the scientific articles in at least one of the above-mentioned scientific journals are LMS, UHOH, and EUT (see also D8.1, chapter 3.2.2.1). As mentioned in D8.1, It is expected that the publications will be starting at a later stage of the project implementation.

3 Monitoring and Evaluation

All dissemination and communication activities are regularly followed-up on and monitored weekly in order to maximize its effectiveness and outreach.

Robs4Crops dissemination and communication team is planning all the activities ahead of time, ensuring focus on creating content designed specifically to help realize communication, growth hacking, ecosystem building goals. The team is responsible for social media strategy, implementation and monitoring results.

Thteam can assess whether the Communication and Dissemination Strategy is progressing as originally planned and scheduled, and follow its effectiveness to determine the need for a new framework in order to ensure success in reaching target objectives.

The following tools have been utilized to monitor and evaluate our performance on the Robs4Crops growth channels on a regular basis:

- Email Campaign Tracking & Reporting (Mailchimp)
- Google Analytics reporting dashboards
- Social Media Metrics Spreadsheet
- Google Forms cloud-based Questionnaire

These tools/spreadsheets are updated weekly. In addition, each consortium partner needs to submit concise report on their own outreach efforts. This data is collected using a brief and interactive Google Form Questionnaire. The Social Media Metrics spreadsheet is used to track the outreach of previously determined KPIs, and assess the dissemination and communication efforts' success. For Social Media tracking, each platform has its own sheet with defined metrics to follow on a weekly and monthly basis. After each month the we compare valuable insights we collected and determine where we will put our focus in the next month with the aim to drive our audience engagement.

Besides the support from analytic tools of each social media platform, to track and report website traffic we use Google Analytics. We use these analytics insights to reach the target audience. Google Analytics provides us with the tools to get a deeper understanding of our audience and to even better evaluate the performance of our dissemination and communication efforts. By gaining extended insight into how our users engage with Robs4Crops website, we are able to provide more value to them by delivering more engaging and interactive website content.

ROBS4CROPS Dissemination & Communication KPIs		
Online	**Offline**	**In-person**
30,000 Number of visits to the project website *(17500)* **2,000** Number of social media followers *(1400)* **2,000** Number of e-newsletter recipients *(270)* **10** Press releases *(1)* **10** Number of videos released *(2c)*	**5,000** Number of distributed printed/digital promotional materials **(n/a)** **10** Scientific publications and conference papers **(n/a)** **10** Publications in peer reviewed journals **(n/a)**	**30** Number of project events where Robs4Crops is presented **(15)** **20** Demonstrations of large-scale pilots **(n/a)**

4 Action Points and Next Steps

The next project's dissemination and communication report, D8.5: Dissemination and Communication Strategy (2), is scheduled for M24. As the project enters its second year, a number of initiatives will be implemented to sustain the momentum established in the first year.

We will prioritize updating the Robs4Crops Insights page with fresh and relevant information from our ecosystem, ***the focus being on pilot implementation activities and in-person communication as well as interactive, immersive experiences (demo days, video material)***. In upcoming newsletters, our partners' project progress updates, relevant robotics and AI topics, and related projects will be featured.

5 Conclusion

Once again, a tailor-made approach to Communication and Dissemination was delivered to boost the visibility of Robs4Crops from the ground up. The distribution and communication plan established in the deliverable *D8.1 Dissemination and Communication Strategy* has been implemented agressively and this has resulted in a large impact.

Guided by FSH and the Strategy explained in D8.1 (*Dissemination and Communication Strategy*), the R4C partners carried out a range of complementary from social media announcements, linkages with other (robotic) projects, attendance at relevant events and conferences and numerous press releases in different European languages.

Moving forward, the goal is to further boost R4C presence through immersive digital experiences (e.g., video campaigns) and use the pilot insights and outcomes as the basis for content marketing activities.

Moreover, the launch of large-scale pilot activites will result in new results and enable the dissemination of relevant insights in various forms towards Robs4Crops key target groups (incl. end-users and potential customers).

Last but not least, upcoming communication and dissemination efforts will be once again revisited in M25 (Dissemination and Communication Strategy (2)) to ensure it is providing the right insights that lead to the right KPIs.